

Rep Order# 9048192 Ver# 1 Mod# 0 Status Confirmed
EC'd Yes

Traffic Order#

Printed: 09/11/2013 12:09 PM
Last Received: 09/09/2013 2:28 PM
Showing Buylines: All Lines

Station WVIR-TV CHARLOTTESVILLE,VA
Advertiser (2747) MCAULIFFE, TERRY
Product MCAULIFFE/GOV/DEM
Estimate#
Buyer MIKE DETTORRE
Phone#
Fax#

Agency (2120) SHORR JOHNSON MAGNUS
1831 CHESTNUT ST
PHILADELPHIA, PA 19103
Agency C/P1/P2/E
Flight Dates 09/10/2013 - 09/16/2013
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () MIKE JONES
Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|----|----|-----|-------|---------------------------------|-----|----------|-------------|------------|------------|-------------|------------|---------|
| | 31 | SA | 6A-7A | | :30 | \$35.00 | 09/14-09/14 | 1 | 1 | 1 | \$35.00 | |
| | | | | Buyline Comment: CHRIS/WALL ST | | | | | | | | |
| | 32 | SA | 7A-8A | | :30 | \$85.00 | 09/14-09/14 | 1 | 1 | 1 | \$85.00 | |
| | | | | Buyline Comment: DATELINE 29 SA | | | | | | | | |
| | 33 | SU | 7A-8A | | :30 | \$85.00 | 09/15-09/15 | 1 | 1 | 1 | \$85.00 | |
| | | | | Buyline Comment: DATELINE 29 SU | | | | | | | | |
| | 34 | SU | 8A-9A | | :30 | \$120.00 | 09/15-09/15 | 1 | 1 | 1 | \$120.00 | |
| | | | | Buyline Comment: SUN TODAY | | | | | | | | |

---REPORT TOTALS---

Report Totals: 77 / \$11,360.00

---SALES MONTHLY TOTALS---

Sep 13: 77 / \$11,360.00

Sales Totals: 77 / \$11,360.00

Station Totals: 77 / \$11,360.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

| | | | | | | |
|---------------|----------|---------|----------|---------|---------|----------|
| Market Totals | \$17,750 | CABL 0% | GVIR 0% | UNKN 0% | WAHU 3% | WCAV 31% |
| | | WVAW 2% | WVIR 64% | | | |

Books null
Demos RA35+